



Pathé Sun



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No. 31

DAILY and REVIEW MOTION PICTURES TODAY

Published Daily Except Sunday.

ARTHUR JAMES, *Editor and Publisher*

BOY, WHAT A PICTURE !

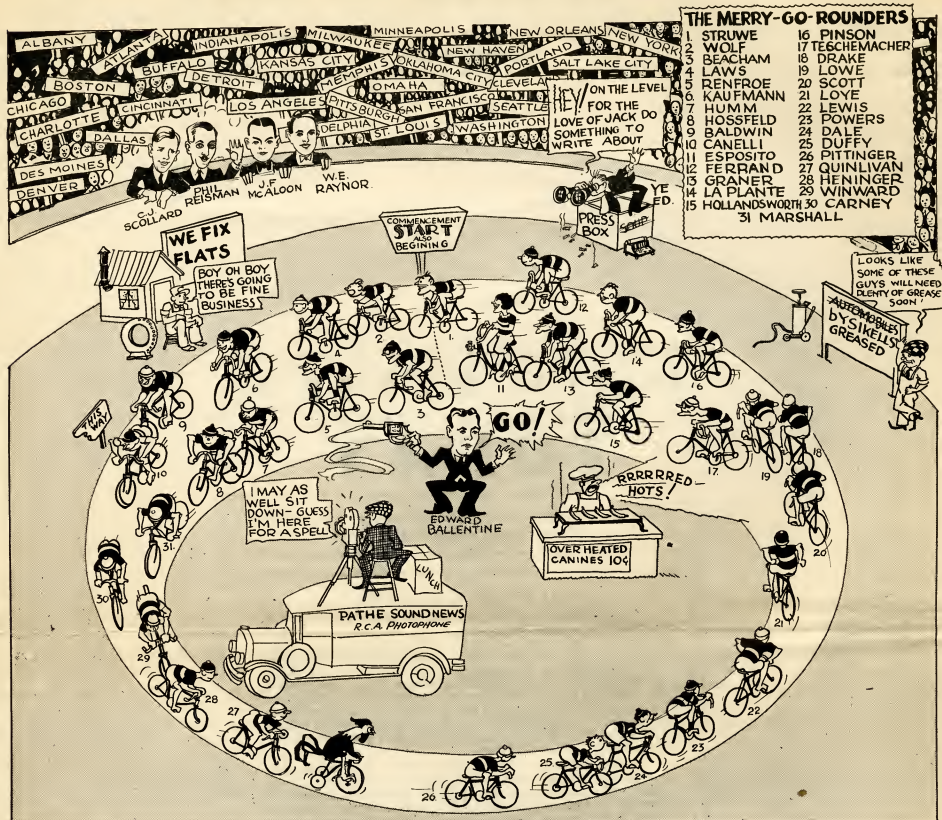
When Edmund Goulding set out to produce "The Grand Parade" for Pathé, he applied to it originality and show brains and wore into the structure attraction values which make it a grand parade indeed. The grand parade in this case is going to be a parade of customers to the box offices for this picture is a natural, made-to-order hit. It was written and produced by Mr. Goulding and directed by Fred Newmeyer and the credited stars are Helen Twelvetrees and Fred Scott, but in the cast are Richard Carle, Marie Astaire, Russell Powell, Sam Blum, Tom Malone, Jimmie Adams, Bud Jamieson, "Spec" O'Donnell and Jimmy Aubrey.

Judged entirely by their performances, we proclaim this as finely a balanced group of talent as we have seen in ten years. The story is the life of Kelly, a minstrel singer who goes to the bottom through drink and then comes to the top through the love of Molly, a slavey. With this simple motif, a tremendously human and absorbing story has been developed and it is done with skill and charm and speed, action and color.

It is musically splendid and its tender elements are done without the stop sentiment which is so objectionable in some pictures of this type. Here is a picture for the classes, the masses and the works.

A. J.

The Ballentine Playdate Sprint



After a trip around the country during which he watched his men in action, Ed Ballentine, Manager of Exchange Operations, is confident they are now ready and rarin' to go—and the word is "go."

When Harry Lorch's Chicago Salesmen were running wild a couple of years ago, Dan Roche let the secret of their success out when he declared that they were being fed on raw meat. The raw meat ration was good, but to it has been added roots, herbs and berries, a combination of body and brain building substance that makes an irresistible force out of a booker who has been held in leash.

Ed has sent the gaily-clad cyclists off on a jamming, lap-stealing sprint, with the victor to be decided January 5th.

The Sprint is based solely on playdates. The amount of money involved in a point-winning playdate in no way enters into the standing. Playdates are points, or stolen laps, and the anklor who gets the most playdates gets the most coin. In previous contests there has been a hue and cry from the smaller territories that they had no chance against the branches having a greater number of first-run situations. Now a little date rates the same as a big date.

Feature and comedy bookings figure in the points, with the prize money outlined elsewhere. While the Sprint ends January 5th, all bookings count that are played before the end of the January period, January 25th.

Besides the Grand Total prizes, there are various prizes for fast pedaling over a short route and at least a score of the 31 starters should finish in the money.

The field of 31 is already off on the pursuit of victory, with their backers in the branches confident that each has the stamina and speed required to cop the spoils.

Looking over the list of entrées, we find many seasoned veterans. Albany sends Struwe to the tape; Atlanta is back with its old entree of the Jack Hunt and Baseball Drive; Boston looms up with a dangerous

contender in Wolf; Buffalo stands pat with Teschemacher; Charlotte sends Beacham up for the honors; Chicago is out to redeem its Game Cock Fight record with Drake; Laws is in the saddle for Cincinnati. At Cleveland, in the alphabetical order of the Branches, there is a newcomer in Lowe. The fans will remember Renfroe from Dallas; Scott rides once more for Denver. At Des Moines, we find the Iron Man, Hank Kaufmann, at the handle bars; there's a new face from Detroit, Loye; Handsome Nick Humm, Indianapolis, is riding again, as hale and fast as ever; Jimmie Lewis, Kansas City, and Milt Hossfeld, Los Angeles, considered by many the fastest cyclists on earth, are in there. Powers, Memphis, is a first-time starter in a Pathe sprint. Baldwin, Milwaukee, is a vet with an excellent reputation. Dale, Minneapolis, faces the tape for the first time. Canelli, New Haven, is a colorful rider of whom much is expected. Duffy wears the New Orleans colors for the sixth or seventh year.

It has been a problem for our cartoonist as to how to outfit Katherine Esposito, New York, but knowing Katherine as we do, we would have a bet on her if she was surrounded by a mattress.

Pittinger, Oklahoma City, is figured as one of the veterans with a chance to win. Ferrand, Omaha, is a newcomer who will give the old-timers a tussle. No sprint would be complete without Quinlivan, the Philadelphia trick rider. Graner, Pittsburgh, has long been a popular favorite. Portland has a new starter in Heninger, known in the Northwest, however, as a speedster who goes after 'em hammer and tongs. La Plante, St. Louis, will be recognized quickly by the Sun readers. Winnard, Salt Lake City, has taken the crown before. Hollandsworth, San Francisco, is one of the gamest in the game. Carney, Seattle, carries an enviable reputation into the fray, and will no doubt provide many a thrill. Marshall, Washington, has been a whirlwind in the past.

They're off—the gamest combination that ever wore the Rooster.

Playdates are points. Pile them up at the start and the wildest riding in the history of the saucer will never stop you.

THE SPRINT MONEY

DEC. 2nd TO DEC. 28th

1st Prize	Features	\$75
2nd Prize	"	50
3rd Prize	"	25
1st Prize	Comedies	50
2nd Prize	"	30
3rd Prize	"	20

JANUARY PERIOD

1st Prize	Features	65
2nd Prize	"	40
3rd Prize	"	20
1st Prize	Comedies	40
2nd Prize	"	25
3rd Prize	"	10

GRAND TOTAL

1st Prize	Features	100
2nd Prize	"	65
3rd Prize	"	35
1st Prize	Comedies	50
2nd Prize	"	30
3rd Prize	"	20

The Starters

Albany	R. S. Struwe	Milwaukee	R. J. Baldwin
Atlanta	R. F. Pinson	Minneapolis	Howard Dale
Boston	F. J. Wolf	New Haven	W. Canelli
Buffalo	A. Teschemacher	New Orleans	J. Duffy
Charlotte	R. S. Beacham	New York	K. Esposito
Chicago	W. R. Drake	Oklahoma City	W. R. Pittinger
Cincinnati	R. O. Laws	Omaha	T. Ferrand
Cleveland	C. S. Lowe	Philadelphia	W. J. Quinlivan
Dallas	W. B. Renfro	Pittsburgh	W. Graner
Denver	J. W. Scott	Portland	F. J. Heninger
Des Moines	H. A. Kaufmann	St. Louis	L. A. LaPlante
Detroit	E. D. Loye	Salt Lake City	E. W. Winward
Indianapolis	Nick Humm	San Francisco	H. M. Hollandsworth
Kansas City	J. Lewis	Seattle	M. Carney
Los Angeles	M. Hossfeld	Washington	W. F. Marshall
Memphis	N. T. Powers		

From the "Iron Man"

GREATLY ENTHUSED OVER YOUR WIRE ANNOUNCING BOOKERS PLAYDATE SPRINT STOP PLACING TODAY REQUISITION FOR ADDITIONAL PRINTS FEATURES AND COMEDIES STOP WITH ONE HUNDRED PERCENT COOPERATION PROMISED BY BRANCH MANAGER AND SALESMEN WILL LAND AMONG THE LEADERS SURE.
HANK KAUFMANN

Marshall in the Pink

AM IN PINK OF CONDITION AND WILL PUT FORTH EVERY EFFORT TO WIN AND BELIEVE THAT WILL BE ENOUGH.

W. F. MARSHALL

Miss Esposito Ready for Spills, Thrills

New York's pedal-pushers are in perfect condition to combat their competitors in the International Five-week bike grind, also known as BALLENTINE'S PLAY DATE SPRINT.

Fights, feuds, spills, thrills, jams and stolen laps is our challenge to the rest of the country. Only the technique of Freddie Spencer will make the finale a difficult one. Prizes for special spins are coming in from excited fans who are on the side-lines rooting for New York.


Dear old Santa sure came at an opportune time and we promise him plenty of excitement for his precious gifts.

If stolen laps are legitimate points in this FIVE-WEEK BIKE RACE, just WATCH OUR WHEELS!

The Rider's Rules

1. Have from Dec. 2nd to January 4th in which to secure dates.
2. Dates so secured must play between Dec. 2nd and Jan. 25th inclusive.
3. Any dates which have been obtained prior to Dec. 2nd do not count even though they play within the period specified.
4. Feature and comedy confirmations must be sent in daily in separate ples, with tape attached showing the number enclosed in each pile.
5. Wire nightly to Mr. Ballentine the number of comedy and feature dates received during the day.
6. Prepare a weekly list of undated feature and comedy product for each salesman in your territory and he is expected to secure one comedy date and one feature date from every account he calls on.
7. On Saturday when you wire in figures include the number of dates secured by each salesman.

THE THEATER THAT IS DISTINCTLY DIFFERENT



W. L. PRACHT
MANAGER

ARCADA THEATER
ST. CHARLES, ILLINOIS
Nov. 19, 1911

Pathe Exchange Inc.,
Chicago, Ill.

Gentlemen:-

Please accept my sincere thanks for the special on Notre Dame & Southern California foot ball game which we received in time for today's matinee. As Wilson so aptly termed it it's Pathe ALWAYS Pathe!

Very truly yours,
W. L. Pracht

Sound News Serves 'Em Hot Off Griddle and Gridiron

Off on another brilliant run for newsreel honors, Pathé Sound News this week smashed through as All-America's choice by burning up all existing speed records to present the news sizzling from the griddle and gridirons too.

Commencing with a scoop on the destruction of the largest land plane in a flaming crash, Issue No. 86 sustains the pace throughout. The scintillating Army-Notre Dame clash is the climax of the reel and tops it off with a rip-roaring finale.

First on the scene immediately after the crash, Pathé Sound News gets exclusive pictures of the blazing aircraft and charred homes. Among the other highlights of the reel are the filming of the final break in the earth barrier giving the Chicago River a straight channel, the listing of big noises on the White Way, the pledging of a billion by utility magnates and the helium march of lighter-than-air nursery favorites on a Yuletide tour.

In Issue No. 87, Pathé Sound News again turns out a reel that's zippy from start to finish. The honeymooning Tunneys indulge in some gracious repartee on their arrival in the United States, Coste and Bellonte complete their 5,625 mile flight from Indo-China and Congress opens with the reading of the President's message.

You also get more than glimpses of the six-day bike riders pedaling for international championship, the "Big Four"—Glenn Warner, Alexander of Georgia Tech, T. A. D. Jones of Yale and Knute Rockne picking All-American candidates and 1,000 of the nation's leading songsters at a bird show.

Well-balanced, these two successive issues score a newsreel bullseye and are marks for others to shoot at if they hope to make a box-office hit. A peerless pioneer, Pathé blazes the trail and makes newsreels real news.

—BERT KALISCH

"After the Show" is one of the best comedies I have heard. The recording is perfect for my machine."

CONRAD THEATRE, BREAUX BRIDGE, LA.

My contract with you will be out with one more picture. I would like to continue booking Pathé pictures and submit four December dates. Your pictures are just fine and as long as you keep sending me pictures like those already sent I will continue to use them.

Y. M. C. A. SECRETARY, COHAY, MISS.

PATHECHROME-SOUND SOON

Audio Review Will Take on New Glamour With Addition of Color Units—First Sound Subjects Selected

Pathe Audio Review is expecting an early shipment from France of Pathechrome with sound track. A score of selected subjects have been at the Review plant in Vincennes for several weeks and word of their early shipment has been received at the Home Office.

With the inclusion of Pathechrome-sound in the Audio Review the entertainment qualities will go up over night like the stocks in a bull market. The latest milestone is easily the most important factor from a box-office standpoint of all the various elements that have made the Review the screen's smartest subject.

Just a few hints as to what is coming in sound and color.

HE STYLES—in which the Audio Review penetrates the masculine boudoir to give mere man a break. Assistant Editor Beverly Jones, a bachelor, assigned one of the feminine members of the Staff, Hermione Palmer, to the task of going into the men's fashion shops to make the selections—dainty panties, lounging robes and pajamas beyond description—among them some gorgeous paisley creations. The blushing Hermione made good, and now we shall see what Beau Nash goes in for and into. (Boys, don't flirt.)

INDIAN—a study of the Stony Tribe of the wildest and most beautiful section of the Canadian Northwest. The big chiefs and the little papooses in full regalia. Made by Tracy Mathewson, who has the Indian sign on the early settlers. A skookum unit, as colorful as an Indian blanket.

CAPE COD—where the pilgrims spent a hard winter and the Greenwich Villagers spend an easy summer. First views made from the Pilgrim's Tower. An intimate pictorial report on person-



Have one on the Review—a look. One of the flasks picked up by Beverly Jones, having everything but the gurple.

alities, including Mary Heaton Vorse, noted novelist and Susan Glaspell, popular writer of Cape Cod stories. Made by Nicholas Cavalliere, famous Review staff cameraman of the outdoors.

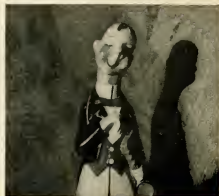
HAY AND SUNSHINE—life in rural Connecticut. A rustic study of what keeps them down on the farm. The last of the vanishing oen and the latest in Maude Mullers gathering the hay.

FAIRY STORY—a report from Hollywood on building conditions. G. Roy Stewart turns the lens on bathing girls who know their timber and do more than pick 'em up and lay 'em down. A nutty story, but nice to look at.

VINELANDS—the grape country of upper New York where America's champagne industry once flourished. Sympathetic views of tumble-down wineries, behind the doors of which are stored 72,000,000 bottles of champagne, vobots. Then to California grape fields, where the good lookers are good pickers.

AMERICA—the latest in flasks pictured in the interest of fine art, including the Rudy Vallee Cocktail Shaker. Unique, assorted and decorative flasks from which a medley of patriotic tunes flow freely. And none other than Rudy's voice crowning one of the favorite songs of the millions.

The music for these units has been selected and scored under Tom Hogan's supervision. It includes, for Hay and Sunshine, the Valse Bluette by Drigo, one of the best known waltzes ever written; for Cape Cod, compositions by Chaminade, Rossini, Kreisler and Ruben-



The Rudy Vallee Cocktail Shaker, in use from the Lehigh Valley to the Grand Canyon. Presented with complete instructions and with the crowning of Rudy himself.

stein; for He Styles, "Oh Them Golden Slippers" and "Maggie's Underthings"; for Indian, Logan's "Pale Moon," and part of the Dagger Dance from "Nations," by Victor Herbert; for Fairy Story, modern symphonic jazz.

He Learned From His Patrons

Branch Manager James Harris, of Cincinnati, is using a letter written by Harry Silver of the Palace Theatre, Hamilton, O., in direct-mail promotion on the Pathé News. Under date of November 16th, Mr. Silver wrote to the Pathé Branch Manager—

"I have never realized just how much Pathé News really means to my patrons until last week. My show was long, and at the last show, in order not to run too late, I cut the News. As three of my patrons were walking out I asked them how they liked the show and they replied, 'The show was excellent but as we came especially to see Pathé News we are a little disappointed.'"

"This News was No. 75 and I would appreciate it if you would send it up some time so I can screen it for these patrons."

"In the past few weeks we have received numerous telephone calls inquiring about the schedule of the Pathé News. This is very unusual and only proves that your News must be worth while."

"With the steady improvement made since the introduction of sound, Pathé Sound News is again the leader and they have maintained the same high standard in talking newsreels as they have in silent newsreels days where all other newsreels were 'just another news.'"

"Sophomore" Preferred

Commenting on the likes and dislikes of Princeton students in the film theater, the New York Star says—

"The attitude of the college audience toward college pictures is very critical. Vocal comments often signify that the undergraduates are not in sympathy with the Hollywood producer's idea of campus life. 'The Sophomore,' with Eddie Quillan, proved to be an exception, however."

Played Like a Super Feature



J. H. MacIntyre, Minneapolis Branch Manager, writes that the Sound News special on the Minnesota-Wisconsin game was played by the Century Theatre like a super feature. It was advertised, publicized and exploited, the exploitation including a tie-in with Station WCCO.

"We had a bitter cold day," said Mr. MacIntyre, "snow on the ground and just about as unfavorable conditions as possible. I certainly want to pay tribute to Gene Cour, Saunders, Caputo and Fred Giese. Under conditions which would have stopped most of them they carried through and completed their job on time for us to catch the first evening show in the first-run houses. They arrived in town around seven o'clock Saturday morning and did not eat until twelve that night."

"The exhibitors' reaction has been marvelous."

Audio Review With "The Vagabond Lover"

When RKO opened at the Globe with their record-breaking production, Rudy Vallee in "Vagabond Lover," they naturally wanted the best short that money could buy for the bill. And naturally they turned to the Audio Review for a unit befitting their biggest and best feature. The Audio Review which is set for a long, long run with the "Vagabond Lover" is made up of subjects of their own selection, "Adventure in Borneo," "Braving the Wolf Rock Light House," "There Is No Place Like Home" and "Derby." There is beautiful music for these units, played by the Pathé Audio Review Orchestra under the supervision of Tom Hogan.

The Review being dismountable, assembled so that subjects can be detached from each other without injuring the sound track, offers opportunities in every territory for selections similar to the above, for prologues, certain features and special occasions. The subject matter and music are of a wide range and the branches with the Reviews on the shelves have a fine chance to meet every request and to make their own selections and suggestions for uses of the Review in part.

Portland Has 3 First Runs on Sound News

Branch Manager Percy, Portland, has just played the Sound News at the Blue Mouse Theatre, starting December 6th, giving Pathé three first runs in the City on Sound News, the only non-circuit controlled news that can equal this record.



The aerial formation winged its way last week as evenly as a flock of geese southward bound. The old ed. couldn't pick out a single change of any significance. Our cartoonist has given a little attention to the tail end of the procession and to the Sweepstakes engagement. In just about two weeks three Division Chiefs

must shell out to the tune of five hundred, for on December 20th the boys who handed Phil Reisman hard-earned coin will know the all-Pathé champ. To open three envelopes containing three nice checks is a little detail that will fall to Les Weir, Stan Jacques, Ed McEvoy or Bill Callaway ere long.

2 Sales Forces Meet at Chicago

A joint get-together sales meeting of the Chicago and Milwaukee Pathé sales forces was held at the Stevens Hotel in Chicago, on Saturday, November 30th. Despite arctic weather outside with the thermometer registering close to the zero mark it was like stepping from Canada to California to enter the room where that red hot, fiery, zippy meeting was in progress. It was the first of a series of similar events called by Manager Harry S. Lorch to exchange ideas, disseminate information and create a closer feeling of unity between the members of Pathé's peppy sales force. Those in attendance from

Milwaukee were Manager John Clarke, Head Booker Ross-Baldwin and Salesmen Harry Brown, Sim. Chapman, Leo Clark and Tom Delaney, while the Chicago contingent consisted of Manager Harry S. Lorch, Sales Manager Tommy Greenwood, Head Booker "Bill" Drake, the genial Tom North, Special Sales Representative of the Van Beuren Corporation, Dan Roche, Exploitation Representative, and Salesmen Sig. Decker, Ray Nolan, Charlie Filkins and Joe Woodward.

The meeting opened at 11 a.m. with a screening of the latest Pathé Sound News No. 83, and that swift moving Pathé picture, "Red Hot Rhythm," which kept the crowd in roars from start to finish, with the exception of the periods during which those magnificent color scenes were on the screen, when the entire gang simply oozed "Oh's and Ah's" of amazement.

After the screening came a rousing luncheon, and then the real business of the day started with a rousing speech by Harry Lorch during which he took occasion to compliment all those present on their loyal and untiring efforts for Father, Mother and Country. It was then that it was the anniversary of the day when John Clarke was selected from the Chicago office to become manager of the important Milwaukee office, and pointing out that every man present had big prospects, dearest of all, of becoming a Father. He was followed by Manager Clark of Milwaukee, who gave a spirited address, after which the meeting was thrown open for discussion and interchange of ideas. Several workable and progressive suggestions were advanced by those present, all tending to the betterment of the Exchange Operation. When suggestions relative to the selection of

artists and stories for next year's product were called for, everyone present had something to offer, and Manager Lorch made a record of every suggestion for submission to the Home Office. Then good old Tom North had his say, and what he told that crowd about Aesop's Fables, Sportlights and Topics made every man present register the determination to go out and speed up on "Shorts."

The meeting adjourned just as the shades of night were falling, every man present expressing himself as strongly in favor of holding similar meetings at stated intervals, as the information gained and pep instilled into their systems by the get-together spirit engendered at this initial assembly made every member of the Milwaukee and Chicago sales forces rare up on his hind legs and say "let's go."

—DAN ROCHE

SILVER JUBILEE STRAFE

Branch Standing—Film-Accessory Billings to Quota
4th Week, Ending November 29, 1929—13 to Go



Weir



The GENERALISSIMO

1. Western	Les Weir	64.0
2. Central	Stanley Jacques	61.2
3. Eastern	E. L. McEvoy	59.9
4. Southern	W. E. Callaway	58.1



Theuerkauf

The FOUR ACES

Standing	Branch	Manager	Per Cent.
1.	Seattle	C. L. Theuerkauf	78.5
2.	Des Moines	W. E. Branson	77.3
3.	Milwaukee	J. J. Clarke	75.5
4.	Albany	C. W. Stombaugh	74.0



Branson



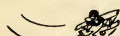
Clarke



Stombaugh

Branch Standing—Accessory Billings to Quota—
4th Week, Ending November 29, 1929—13 to Go

1. Western Division	Les Weir	47.2
2. Eastern Division	E. L. McEvoy	45.7
3. Central Division	Stanley Jacques	42.1
4. Southern Division	W. E. Callaway	41.3



The PILOTS



L. R. Smith

Standing	Branch	Ac. Salesman	Percent
1.	San Francisco	L. R. Smith	62.5
2.	Boston	W. Brennan	58.3
3.	Philadelphia	V. O'Donnell	55.6
4.	Washington	M. A. Whittington	55.0



The GLIDERS

5. Oklahoma City	W. Richardson	53.1
6. Seattle	A. Rorstrom	50.5
7. Milwaukee	C. Wellnitz	49.2
8. Detroit	S. Howe	47.9



The CLIMBERS

5.	Portland	H. L. Percy	71.7
6.	Detroit	H. P. Zapp	68.3
7.	Oklahoma City	C. W. Allen	68.0
8.	Indianapolis	Harry Graham	67.4
9.	Minneapolis	J. H. MacIntyre	66.5
10.	San Francisco	M. E. Cory	65.0
11.	Denver	F. H. Butler	63.0
12.	Pittsburgh	A. Goldsmith	62.4
13.	Boston	R. C. Cropper	61.9
14.	Buffalo	James Reilly	61.8



The TAIL SPINS

15.	Washington	R. C. Robin	60.6
16.	Philadelphia	Robert Mochrie	60.1
17.	Kansas City	S. Olsmith	59.4
18.	Dallas	W. E. Callaway	59.0
19.	New Haven	John J. Lane	58.9
20.	Los Angeles	J. S. Stout	58.4
21.	Cincinnati	J. A. Harris	58.3
22.	St. Louis	C. D. Hill	57.5
23.	Memphis	H. R. Kistler	57.4



The BUTTERFLIES

24.	New Orleans	G. C. Brown	57.1
25.	Atlanta	W. W. Anderson	56.6
26.	New York	R. S. Wolff	56.4
27.	Chicago	H. S. Lorch	56.0
28.	Salt Lake City	A. J. O'Keefe	54.3
29.	Cleveland	O. J. Ruby	52.9



The HEDGE JUMPERS

30.	Omaha	R. S. Ballantyne	52.7
31.	Charlotte	R. C. Price	51.5

9.	Des Moines	M. Burckhalter	47.1
10.	Salt Lake City	A. B. Seal	46.8
11.	Kansas City	Ed. O'Toole	46.3
12.	Denver	A. Swanson	45.5
13.	Indianapolis	P. Cassell	45.2
14.	Albany	S. Abramson	45.0



The DROME DRONES

15.	Pittsburgh	J. Weyrauch	42.4
16.	Minneapolis	B. E. Cuffel	42.2
17.	Omaha	H. Gossick	41.7
18.	Cincinnati	J. McDonald	40.6
19.	Atlanta	H. S. Godfrey	40.4
20.	Buffalo	F. Minor	40.0
21.	Dallas	E. V. Cook	39.9
22.	Los Angeles	H. Calkins	39.3
23.	Memphis	J. H. Martin	39.2



The BLIND BATS

24.	Cleveland	J. Limoli	39.1
25.	New Haven	Neil Shay	37.7
26.	Charlotte	D. C. White	37.6
27.	New Orleans	C. Moldon	37.4
28.	Portland	A. Hedwall	36.2
29.	St. Louis	C. J. Passek	35.8
30.	Chicago	G. Pratt	31.4
31.	New York	J. Katzoff	25.2

THE CONQUEST OF QUOTALAND

NOV. 2nd to FEB. 28th.

Salesmen's Standing — Film-Accessory Billings to
4th Week, Ending November 29, 1929—13 to Go



W. Crank

The LONE EAGLE

Standing	Salesman	Block	Branch	Percent.
1.	W. Crank	C	Seattle	136.8



G. Collins

The BLUE DEVILS

2.	G. Collins	A	Pittsburgh	120.7
3.	T. E. Delaney	A	Milwaukee	109.4
4.	M. E. Montgomery	D	Minneapolis	105.8
5.	E. Ginzburg	C	Philadelphia	105.1
6.	M. Meyer	B	Kansas City	93.0
7.	A. Gollotton	A & B	Seattle	92.4
8.	S. Whitehead	B	Los Angeles	91.0
9.	W. McDonald	D	Denver	89.7
10.	E. H. Warren	D	Boston	88.5
11.	G. Levy	A	Indianapolis	87.4
12.	Jack Brainard	A	Oklahoma City	85.2
13.	N. Sandler	B	Des Moines	83.0
14.	C. D. Wilson	E	Boston	77.9
15.	H. Carney	A	San Francisco	75.5
16.	Len Garvey	B	Albany	75.2

The HORNETS

17.	H. Vaughn	A	Portland	75.0
18.	C. E. Runkle	C	Detroit	73.8
19.	Jack Roe	B	San Francisco	73.2
20.	Paul Fielding	B	Oklahoma City	73.2
21.	J. L. Rose	A	Albany	73.1
22.	W. J. Collins	D	Atlanta	72.1
23.	C. E. Cook	B	Omaha	70.7
24.	M. Fellerman	C & D	New York	70.7
25.	S. A. Arnold	A	Memphis	70.2
26.	Fred Bonnem	D	Detroit	69.8
27.	E. L. Dyson	E	Kansas City	69.7
28.	J. L. Whittle	B	Washington	68.3
29.	R. W. McEwan	C	Des Moines	68.1
30.	W. B. Wesley	C	Dallas	67.8
31.	G. W. Ferguson	A	Buffalo	66.3
32.	L. Elman	A	Des Moines	65.3
33.	Fred Strubank	B	Minneapolis	65.1
34.	E. Burke	B	Minneapolis	65.7
35.	A. D. Wayne	B	Pittsburgh	65.7
36.	S. R. Chapman	D	Milwaukee	64.8



The NOSE DIVERS

37.	J. Morphet	C	St. Louis	64.7
38.	A. Chapman	A	Detroit	64.6
39.	D. Heenan	B	Philadelphia	64.2
40.	W. H. Rippard	C	Washington	64.1
41.	T. M. Conlon	B	New Haven	64.0
42.	H. R. Callaway	D	Cincinnati	63.6
43.	W. C. Winters	C	Minneapolis	63.6

44.	L. E. Hoss	A	Salt Lake City	63.3
45.	F. M. Blake	B	Portland	62.9
46.	J. Krause	C	Buffalo	62.7
47.	M. Westebbe	E	New York	62.5
48.	C. F. Kenneth	G	New York	61.9
49.	R. E. Pfeiffer	B	New Orleans	61.0
50.	B. A. Wallace	C	Atlanta	60.0
51.	H. F. Cohen	C	New Orleans	59.9
52.	M. M. Ames	B	Boston	59.4
53.	C. R. Palmer	B	Cincinnati	58.9
54.	S. M. Sachs	B	Dallas	58.6
55.	F. Bateman	C	Los Angeles	58.2



The FADEAWAYS

56.	J. Noehr	B	St. Louis	58.1
57.	N. Levene, Jr.	A	Cincinnati	58.0
58.	F. G. Ross	A	Boston	57.8
59.	A. Stant	D	Washington	57.8
60.	A. Sugarman	E	Cincinnati	57.7
61.	O. K. Bourgeois	B	Atlanta	57.5
62.	R. R. Thompson	A	Kansas City	56.8
63.	H. S. Laws	A	Cleveland	56.7
64.	S. Lefto	D	Philadelphia	56.0
65.	W. H. Windsor	D	Philadelphia	55.9
66.	W. F. Leshan	A	Charlotte	55.5
67.	J. F. Woodward	B	Chicago	55.4
68.	T. C. Jacobs	A	New Haven	55.0
69.	J. J. Felder	B	New York	54.7
70.	C. Anthony	B	Buffalo	54.2
71.	D. Meyers	C	Kansas City	53.8



The GROUND HOGS

72.	M. J. Glick	B	Cleveland	53.5
73.	A. W. Carrick	B	Indianapolis	53.5
74.	C. A. Molte	C	Cincinnati	53.3
75.	N. Ehrlich	D	Pittsburgh	53.3
76.	T. Greenwood	E	Chicago	52.7
77.	S. Decker	F	Chicago	52.6
78.	E. W. Grever	A	Washington	51.8
79.	J. J. Jennings	C	Boston	51.6
80.	W. Madison	E	Philadelphia	50.7
81.	E. Carroll	F	New York	50.7
82.	V. J. Dugan	B	Salt Lake City	50.1
83.	R. E. Pearson	C	Omaha	50.1
84.	Leo Clark	B	Milwaukee	49.5
85.	W. M. Byrd	A	Dallas	49.1
86.	Jas. Greig	B	Memphis	48.9
87.	S. T. Wilson	A	Atlanta	48.2
88.	H. H. Brown	C	Milwaukee	47.5
89.	E. Gerbase	B	Denver	47.2
90.	J. Dickson	C	Salt Lake City	47.2
91.	O. Filkins	A	Chicago	46.1
92.	B. Reisman	D	Los Angeles	45.9
93.	J. Hughes	C	Denver	45.1
94.	R. S. Mitchell	B	Charlotte	45.6



The BLIMPS

95.	H. J. Devlin	E	Minneapolis	45.2
96.	J. H. Bradford	A	St. Louis	44.9
97.	Jack Erickson	C	San Francisco	44.6
98.	J. J. Dacey	A	New York	41.7
99.	J. H. Calvert	A	Omaha	39.2
100.	A. F. Braemig	C	Cleveland	38.8
101.	H. Price	E	Pittsburgh	36.3
102.	O. B. Derr	A	Philadelphia	35.8
103.	R. W. Nolan	C	Chicago	33.3



The KIDDY CAR

104.	M. Steinberg	C	Pittsburgh	30.3
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Grantland Rice Talks to Nation Over Coast to Coast Radio Chain

On Monday, December 9th, between 6:30 and 7 p. m. Eastern Standard Time, Grantland Rice, the foremost sports authority and producer of Sportlights, will broadcast a sports talk which should prove valuable as a sales tie-up between local newspapers, theatres and the local broadcasting stations.

Telegrams announcing this nation-wide broadcast have been dispatched to every Pathé sales manager and the Van Beuren representatives throughout the United States have been instructed to push this unusual publicity opportunity to the utmost.

Special exploitation stunts will be staged in this connection and branch managers are requested to send to the Sun stories of how Mr. Rice's talk came over and how it will help to sell the Sportlights.

"Gridiron Glory" in Leading Houses

Proving that the Grantland Rice Sound Sportlight "Gridiron Glory" has lived up to the wide and flattering publicity given to this release, it not only played a successful engagement at the Strand Theatre, New York, but is being featured throughout the United States in the majority of leading motion picture theatres.

"Gridiron Glory" has played at the Blue Mouse Theatre at Portland for two weeks, and at the Hamrick Theatre in Seattle for a similar run. Hank Peters also reports that this unusual short feature had been dated at the RKO Golden Gate Theatre in San Francisco, and the Orpheum in Oakland.

Two More Fables Completed

Once again the Aesop's Fables staff has worked far into the night synchronizing two more of the funny cartoon comedies.

With his orchestra of twenty-five, four "effect men" and a nationally famous quartette, Carl Edouarde, in charge of synchronization, has completed the soundings of what the Van Beuren Corporation claims to be the funniest cartoons ever made.

"The Iron Man" and "Ship Ahoy" are the titles of the two new Fables.

STANDING ORDERS

By "Pathe's Son"

This is what you get for living in Greenwich Village. Last week when our devoted friend Rutgers Neilson was sipping so definitely that the Mrs. tucked him in, the following conversation took place soon after the doctor's arrival.

Doctor: "Mrs. Neilson, your husband is very ill and I have prescribed this medicine for him. Give him five teaspoons full each day."
Mrs. Neilson: "Oh, Doctor, I can't. We only have three tea spoons in the house."

Who was it started the report that all Pathé salesmen West of the Mississippi whose business reached that much or even more would be presented with a pair of fur-lined and steam-heated ear muffs to be taken off whenever they anticipated

an exhibitor saying "All right, I'll sign"? That's what we would like to know—who was it?

An enterprising member of the Pathé family who wanted to increase his meagre knowledge of film and all it stands for was seen wandering around the Pathé Laboratories at Bound Brook, New Jersey, one balmy day last week and was heard uttering words that you wouldn't use at the breakfast table. When questioned, he said that it was his fourth trip to the Jersey town and although it didn't mean anything in his business, he sure would like to find the babbling brook after which the town was named.

If you are embarrassed when calling on an exhibitor and you want to be nonchalant don't smoke one of those stogies that Hank Peters hands out so freely. Take our tip. We know of a salesman who lost a whole circuit.



Just to show what a live wire salesman can do as an exploitation and publicity man for the moment, take a look at the above picture of a display sign that Hank Peters, Van Beuren Corporation West Coast representative, had made and placed in the Los Angeles, San Francisco, Portland, Seattle, Salt Lake City and Denver branches.

These signs are very highly colored in about eight different hues and all the titles and figures are cut-outs and raised. This stunt is a wow.

Film Daily Reviews

"The Barnyard Melody"

Van Beuren—Aesop
Snappy Cartoon

The adventure of Milton Mouse and Alfalfa Al, who join up with the Pig and the Dog in a harmony team. They are going pretty good until Al gets kicked by a mule, and the harmony team is busted. Carries some fair gags, with a reasonable amount of laughs. Good number for the kids.

"Feminine Fitness"

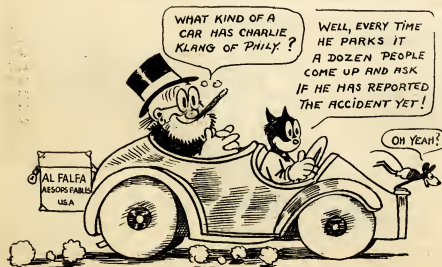
Sportlight—Pathé
College Sports

The activities of the girls at Wellesley College in outdoor sports are very interestingly presented including golf, rowing, baseball and basketball. There are a lot of unintended laughs, especially in the rowing sequence where the female coach issues order in a high pitched voice as the two competing shells race down the river. This reel will certainly interest all the co-eds.

TEN QUESTIONS

(Answers Next Week)

1. How many "frames" to one foot of motion picture film?
2. What is the name of the famous musical director who is in charge of synchronization of Aesop's Sound Fables?
3. How many motion picture theatres in the U. S. not equipped for sound pictures?
4. Do theatres project positive or negative film?
5. What short subject uses as its trailer-slogan "Sugar Coated Pills of Wisdom"?
6. How many years has Topics of the Day been released?
7. What is the name of the Sportlight in which Graham McNamee's voice is heard?
8. What is the approximate daily attendance in motion pictures in the United States?
9. What is the Pathé News' slogan?
10. Is R. C. A. Photophone sound on film or on disc.



Manufacturing Exploitation for Exhibitors

Pathé Advertising Publicity and Exploitation Department Conducts "Test" Campaigns for Use of All Stunt-Minded Exhibitors

By G. R. O'NEILL

Director of Advertising Publicity and Exploitation

While the Pathé Advertising Publicity and Exploitation Department has conducted a widely-noticed ad campaign over a period of many months, and has achieved respectable success in planting Pathé publicity in newspapers and magazines, the exploitation end of the Department has been far from idle. It is a pleasure to be able to report to the Pathé general organization that we have done some extremely successful field work in this branch of the service, which is likely, by all the signs, to accomplish a beneficial result.

What's Behind It

The idea behind our recent exploitation activity has been based on a fundamental conviction. Workers in the field know that very few of the "exploitation suggestions" contained in the press-books are actually used by exhibitors. This is not an intra-family complaint; it is a condition common to all press-books and all companies. The reason is that, without testing the projected "stunt" in a theatre, it is liable to prove inadequate or useless. For example, more likely than not it contains objectionable features, such as too great expense required, impracticability, and so on. Exploitation thrives on practicality. The test is: Will it work? And you cannot know by instinct what will work and what will not. You have to go out and try it.

What We Did

In effect, that's what we did. We went out in the field and tried it. We went into a theatre which had booked a Pathé picture, sat down with the manager and publicity man, explored the possibilities of the city, neighborhood, and class of patronage, and cooked up a number of exploitation stunts which were promptly put into work. The results were amazing. It just shows what the trial method will do.

"Big News" On Broadway

For example, here's what we did with "Big News" when it was booked into the Colony on Broadway, New York. We took the stock herald which was an accessory of the picture, and had been made up in the form of a pink tabloid. We printed the Colony name on it, got a flock of newboys dressed in special "Colony Big News" aprons, and had them distribute 50,000 of the tabs up and down mid-town Broadway. The stunt created a sensation.

Guests in 35 of New York's biggest hotels also received copies of the herald. 25,000 were used for this purpose.

Tie-ups were effected with the Earle Hosiers shop and a stocking cut-out of Carol Lombard used; also with the famous Davega sporting-goods shops. Giant electric signs created a big-time atmosphere. The campaign went over and "Big News" did a strong business.

"The Sophomore" in Philadelphia

"The Sophomore" opening at the Earle Theatre in Philadelphia was put over by Bob Mochrie, Philadelphia branch manager, and Joe Rivkin of this department working together. It was accomplished by getting Eddie Quillan in Philadelphia (his home town) for personal appearances. Quillan was steered into a formal meeting with Philadelphia executives and a sumptuous dinner which the press attended. A Ford hallyhoo car which cost the exchange \$25 did a heap of good. The opening day's business was \$600 better than any previous opening day for a year. The picture went over big.

"Oh Yeah!" in Baltimore

We gave "Oh Yeah!" a flying start for run at the Keith Theatre in Baltimore. We tied up with local music stores on the theme song and had it plugged strongly over radio stations. Teaser throwaways with merely the word "Oh Yeah!" to the tune of 10,000, were distributed all over the city. Window cards (no mention of theatre or date) were printed and displayed in 300 leading stores. Similar cards followed up with the title and announcement. Railroad yards had special cards, and railroad officials were invited to the opening. Posting consisted of 25 24-sheets, 100 3-sheets and 200 1-sheets. Did the picture go over? You bet!

O'Neill at Providence

Colonel G. R. O'Neill, Director of Advertising and Publicity, went to Providence, R. I., Wednesday where he will direct the exploitation on "The Awful Truth" which opens at the Majestic Saturday. Joe Rivkin has been at Providence throughout the week lining up stunts and tie-ups.

First Jazz Band

The Ruberville Band, the unique musical organization that plays mirthful melody in C. B. Maddock's comedies, was the original vaudeville stage band composed of legitimate musicians and the first to play jazz.

This band was organized in 1914 for Maddock's vaudeville production of "Ruberville." It has numbered in its ranks such capable musicians as Jay G. Sims, now with Sousa's band; Bobby Beers, later with Vincent Lopez; Charles Harris, late of Prior's band; Del Stegers, now solo cornetist with Edwin Franko Goldman; Stanley Hanaford, trombonist with the Victor Salon orchestra and Reg Merville, who is still with the band.

Brunswick News Flash



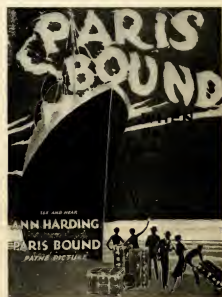
A Few Samples of Tie-Ups by Exploitation Department

"The Sophomore" in Boston

A really enterprising campaign was put over for the opening in Boston of "The Sophomore" at the New Keith Memorial Theatre. This was engineered by Joe Rivkin and myself and consisted of creating "College Week" in Boston, and tie-ups with five leading colleges and two leading high schools. Every night was dedicated to a different football team. Teams were seated in special boxes, draped, etc. Special newsreels showing each college's football activities went on each night. Special

ENJOY Latherizer SHAVE

George L. Moore, Pathe star demonstrates a Latherizer shave today @ Nipper, star comedian



ads were run. Five cameramen covered five football games Saturday.

And that wasn't all. The theatre was dressed up royally in pennants, flags, etc. A loudspeaker was used in front of the theatre. Cut-outs, football figures, Orthophonic theme-song playing, and a 24-sheet-sized banner reading COLLEGE WEEK hung across the street. Besides the Harvard-Dartmouth Dinner Dance, theme song broadcast at Statler Hotel, window displays on music, 33,000 heralds, special ads in college papers, feature story publicity in newspaper, and generous posting.

DATE WIZARD

Here you are, lads and lassies. Shake hands with Bill Drake, says "Sportlight" Tom North. Bill is Head Booker of the Harry Lorch fast steppers over in Chicago. And believe it or not, Bill books 'em and plants 'em before they are named. Think that one over. "On the job" Drake is high chief of the Chicago "All Americans" in forward passes dates and gettin' 'em in. A wow. That's Drake.

—TOM NORTH.

Pezet at H. O.



George Pezet, Manager of the Mexican branch of Pathé, is at the Home Office for conferences with the Foreign Department. Mr. Pezet will be in New York about ten days. In a later issue of the Sun he will tell how the Pathé program is going over in the neighborhood Republic.

Ten Straight

The Orpheum Theatre, Neosho, Missouri, has booked ten programs from Pathé, without a single intervening date, as follows:

- Dec. 25-26 RED HOT RHYTHM
- Dec. 27-28—FLYING FOOL
- Dec. 29-30—HER PRIVATE AFFAIR
- Dec. 31-Jan. 2—OH, YEAH!
- Jan. 3-4—SAILOR'S HOLIDAY
- Jan. 5-6—LUCKY IN LOVE
- Jan. 7-9—THE AWFUL TRUTH
- Jan. 10-11—BIG NEWS
- Jan. 12-13—RICH PEOPLE
- Jan. 14-16—SOPHOMORE

"His First Command" goes into the house after a short break in playing time, January 22-23.

Portland Goes Pathé

The month is still young in Portland, but the old Roster has already cast his shadow over four first-run theatres. Within the next two weeks, Portland has the following first-runs set in—

- "Oh, Yeah!" at the Orpheum.
- "Sailor's Holiday" at the Oriental.
- "Her Private Affair" at the Blue Mouse.
- "This Thing Called Love" at the Broadway.
- What will War Horse Percy do before the month is over?

Eddie Throws Her Into High

Percentage of Sales to Quota

(As of Nov. 30, 1930)

NEWS

2-REEL COMEDIES

Branch	Percentage	Branch	Percentage
Chicago	33.4	Chicago	49.7
Cincinnati	21.0	Cincinnati	42.8
Cleveland	44.9	Cleveland	51.7
Des Moines	88.1	Des Moines	91.5
Detroit	44.2	Detroit	60.4
Indianapolis	54.3	Indianapolis	85.3
Kansas City	32.4	Kansas City	24.4
Milwaukee	77.1	Milwaukee	81.9
Minneapolis	65.8	Minneapolis	74.0
Omaha	20.1	Omaha	56.9
St. Louis	15.1	St. Louis	43.0
Central Division	41.0	Central Division	55.7
Denver	24.4	Denver	50.9
Los Angeles	55.2	Los Angeles	56.7
Portland	48.8	Portland	52.2
Salt Lake City	39.6	Salt Lake City	40.4
San Francisco	34.1	San Francisco	46.8
Seattle	43.1	Seattle	76.8
Western Division	41.8	Western Division	53.6
Atlanta	19.7	Atlanta	54.1
Charlotte	23.2	Charlotte	54.6
Dallas	10.8	Dallas	52.2
Memphis	23.2	Memphis	40.3
New Orleans	15.7	New Orleans	32.1
Oklahoma City	33.6	Oklahoma City	65.7
Southern Division	19.1	Southern Division	50.8
Albany	60.1	Albany	62.7
Boston	38.4	Boston	55.3
Buffalo	31.7	Buffalo	52.4
New Haven	53.0	New Haven	59.9
New York	31.2	New York	36.3
Philadelphia	52.5	Philadelphia	67.7
Pittsburgh	61.1	Pittsburgh	86.5
Washington	49.3	Washington	64.5
Eastern Division	41.5	Eastern Division	53.8

NEW FEATURES

ALL OTHER SHORTS

Branch	Percentage	Branch	Percentage
Chicago	62.3	Chicago	56.9
Cincinnati	49.4	Cincinnati	27.7
Cleveland	44.1	Cleveland	42.9
Des Moines	112.3	Des Moines	59.8
Detroit	63.8	Detroit	44.7
Indianapolis	64.0	Indianapolis	70.8
Kansas City	40.2	Kansas City	49.8
Milwaukee	103.1	Milwaukee	72.7
Minneapolis	93.9	Minneapolis	39.8
Omaha	84.7	Omaha	35.1
St. Louis	74.4	St. Louis	38.6
Central Division	64.8	Central Division	48.2
Denver	49.3	Denver	30.2
Los Angeles	50.1	Los Angeles	65.5
Portland	68.3	Portland	51.8
Salt Lake City	53.8	Salt Lake City	30.5
San Francisco	78.8	San Francisco	82.5
Seattle	79.0	Seattle	79.2
Western Division	69.3	Western Division	61.9
Atlanta	34.6	Atlanta	68.8
Charlotte	27.6	Charlotte	65.7
Dallas	75.6	Dallas	42.4
Memphis	34.0	Memphis	35.1
New Orleans	24.3	New Orleans	21.2
Oklahoma City	68.1	Oklahoma City	34.7
Southern Division	47.6	Southern Division	47.5
Albany	85.4	Albany	44.1
Boston	75.8	Boston	27.2
Buffalo	57.3	Buffalo	38.8
New Haven	59.3	New Haven	99.8
New York	71.9	New York	28.5
Philadelphia	71.0	Philadelphia	40.0
Pittsburgh	56.8	Pittsburgh	48.3
Washington	40.9	Washington	43.5
Eastern Division	67.2	Eastern Division	36.5



Eddie Quillan hops aboard the ballyhoo wagon used by the management of the RKO Theatre during the showing of "The Sokomore." Everybody worked, including father—the Quillan family having revived their vaudeville act for the RKO "Sokomore" run. Those on the wagon, Eddie, John, Marie, Buster, Joe, Helen, Margaret, Isabelle and Rosebud.

Maie Tinee, in
Chicago Tribune

'The Racketeer' Wins on Acting, Direction, Too

While Carol Lombard Is
'One Beautiful Blonde.'

"THE RACKETEER"

(ALTAIRER)

(One star means fairly good, two stars, good, three stars, excellent, four stars, extraordinary; no stars—just another movie.)

Produced by Pathe.
Directed by Howard Higgin.
Presented at the State-Lake theater.

THE CAST

Kene.....Robert Armstrong
Rhoda.....Carol Lombard
Tony.....Roland Drew
Mildie.....Jeanette Loff
Jack.....John Leder
McGuff.....Paul Hurst
Mrs. Simpson.....Walter Hall
Mrs. Simpson.....Walter Hall
Gus.....Bill Guard
Squid.....Al Hill
The Rat.....Bobbie Dunn
Mrs. Lee.....Hedra Hopper
Webster.....Bud Pine

By Mae Tinee.

Good morning!
I felt very badly over the ending of this film, for I wanted Robert Armstrong to marry Carol Lombard and be the happy ever after. However, when did producers ever consult me as to how they should make their pictures? Never! So—well, the heart of youth critic was sad, but maybe yours won't be.

The story of "The Racketeer," another tale of gangland, isn't particularly original or credible, but the film becomes a production of merit through its splendid direction and finely etched character portrayals. These, from Mr. Armstrong as "the racketeer" down to the chauffeur of his car and the policeman on the beat, are beyond criticism. Sets, photography, sound, are all right up to the minute and, because of acting and direction, your interest never lags. Carol Lombard is one beautiful blonde. Jeanette Loff is another.

I repeat, I didn't like the ending, but we know that "Cine Doesn't Pay," so I reckon the only way to fall thing to do was treat Mr. Armstrong rough. Otherwise—where would the moral be? (Also—the world is full of feminine film fans who would probably throw a fit if anything serious were permitted to happen to Roland Drew.)

Carol Frink in
Chicago Herald-
Examiner.

GANG FILM FIRST RATE, SAYS CAROL

Carol Lombard Leaps
Several Steps in
This as an Actress

"RACKETEER"

Directed by Howard Higgin
and presented by Pathe at the State-Lake
Theater.

THE CAST

Kene.....Robert Armstrong
Rhoda.....Carol Lombard
Tony.....Roland Drew
Mildie.....Jeanette Loff
Jack.....John Leder
McGuff.....Paul Hurst
Mrs. Simpson.....Walter Hall
Mrs. Simpson.....Walter Hall
Gus.....Bill Guard
Squid.....Al Hill
The Rat.....Bobbie Dunn
Mrs. Lee.....Hedra Hopper
Webster.....Bud Pine

BY CAROL FRINK.
CAROL LOMBARD is going to be mighty important after another picture or two. Without exactly bursting upon us suddenly, she has been steadily and surely forging her way to the top, and in "Racketeer," she takes several up-bound steps with one leap.

She is blondly beautiful in a petulant, world-weary way, and she is a relief from the sugary Nordic type. Without ever being a ruthless vamp, or a sainted heroine, she manages to arrive at the midway point where most girls really are—in other words, she acts like a real live person instead of a movie shadow.

Teamed with Miss Lombard is another real sort of player—Robert Armstrong. Between them they make this a picture to remember.

"THE RACKETEER" rings true in many respects. Mr. Armstrong's strong, charming, ingratiating ways, together with his coldly crafty method of disposing of business rivals, is a blend I've found in real racketeers. His character drawing is not one whit overdrawn.

The story is that of a gangster who falls in love with a Vice-league society woman who has been divorced by her husband because of an elopement with a penniless violinist. Although she is still hopelessly in love with a her rather impossible fiddler when the story opens up, Armstrong succeeds in winning her. All of this is pretty subtly done, and the only flaw in the scenario is Rhoda's unreasonable preference for the less attractive of the two men. As Roland Drew plays Tolly he is a spoiled bratling, totally lacking in magnetism.

This is a first-rate gangster story of a different sort. An expert, fast and a well thought out story give it unusual class for the type.



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PATHE EXCHANGE, INC.

JOHN LAYEL
Editor

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Cleveland.....Gladis Astrom
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Belgium.....George Bouckert
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Czechoslovakia.....Charles
France.....Chas. Roberts
Germany.....J. J. Scott
Great Britain.....Reginald Smith
Mexico.....George West
Porto Rico.....Manuel Zeno
Sweden.....G. Gustafsson
Switzerland.....Arnold Levy



Charles Kenmore Ulrich spent Thanksgiving with his daughter in Philadelphia.

Lucie Robinson spent Thanksgiving at Dolbo Ferry.

Rutgers Nelson has recovered from a serious attack of "flu" and returned to the office on Monday.

Miss Marks, of the Purchasing Dept., is from New Orleans, and had never seen snow in her life. Last week New York was her first snow-storm. Miss Marks was "simply dazed." She could hardly wait until 5:30 to get up to Central Park, so she could pick up and see what it looked like.

Something ought to be done about this, say the Eighth Floor Arctic Clubbers. When the Arctic Clubbers are open for five minutes of the day, the red-blooded Americans may be seen to hibernate to various places where there is no air so that they can endure that his part of the day.

Members of Miss Frank, Chris, Matty, Sol and I. Schorn, Jean Bernadine, Eighth floor, are in the city during the winter months. We understand he caught one mink and a heavy cold. What fur, Jean? Heese, Schoenbaum and Gerke are home again.

Winners to Evans to change has nothing on Fowler to Gilman to Horn—only their is a football combination Moustache eleven on each side.

KNOCK OFF FOR CUBA

F. H. Knicker, President of Medial Film Co., Pa. distributors in the West Indies, left New York Thursday for a short visit to Havana, to survey the activities of their office in that city.

Not mentioning any names, but a certain C. C. on the 8th floor is sporting spots. It seems that the cold has gone to his feet.

The cold spell gathered a few victims on the 8th floor. Miss Bradshaw was out for a day with a bad cold, and Tommy Finnegan and Rene Jimenez were also laid up with the same ailment.

Miss Blaustein, Seventh Floor, went to Springfield, Mass., to visit her folks for Thanksgiving and the weekend.

Bill Miller, also of the 7th Floor, spent the week-end in the country. Her's.

We had the pleasure of having Mr. McAlcon and Mr. Callaway hold a Sales Meeting here, with Mrs. Marsh Hendrick, Oklahoma City. The Salesmen were all present, and left the next day "pepped up" to go out and what anything.

Star Pupil

Nan Parsons, daughter of "P.A." Parsons, Publicity Manager, is the star pupil of the Madison, N. J., school which she attends. Nan has been first on the honor roll every term but one, and then she was second. Although Nan is only 10 years old, Superintendent of the school was too advanced for the Grammar School, and has promoted her to the Junior High, which means that Nan will be about 16 when she enters college.

WHO'S CRAZY TOO?

"Hank" Zapp, over in Detroit, is sure enough that way about his attitude. He believe me, boys and girls, he sure is, and how. "Hank" idolizes every one of 'em, and if you think they in turn are not wild about their "Hank" why you are just plain cuckoo. Here's the line-up:

Abe Chapman, Office Manager and Block "A" Salesman
Fred Strubank, Block "B" Salesman
C. E. Runkle, Block "C" Salesman
Fred Bonnem, Block "D" Salesman
Fern Emmert, Secretary to Henry P. Zapp

Gladys Cooper, Cashier
Louise Darrow, Assistant Cashier
Robert Cattamach, Bookkeeper
Celestine Field, Stenographer in Cashier's Department

Edward D. Loye, Comedy Bookie
Burt Holmes, Short Subject Bookie
Prest Sturgess, Feature Bookie
Lorraine Green, Stenographer for Bookers
Idella Kenton, Biller
Ruby Rice, Biller and General Office Work

Zella McManis, Sales Control Clerk
Lillian Perinjak, Contraband Clerk
George Benoit, Head Shipper and Supervisor of Poster Dept.

John Steva, Assistant Shipper
Hervy Bohlinger, Assistant Shipper
Roosevelt Wallace, Night Shipper
Sherman Howe, Poster Clerk
John Goldenberg, Switchboard Operator
Lillian Wolfe, Head Inspector

Agnes Kemp, Inspector
Jennie Irlie, Inspector
Sybil Eridon, Inspector
Arloswen Sundquist, Inspector
Rose Sandisk, Inspector
Mrs. Ann McIntyre, Inspector
Nellie Cevalando, Inspector
Fern Dandron, Inspector
Dorothy Eastley, Inspector
Agnes Ray, Inspector

How about the crew in your office, Mr. Manager? Are you crazy about your gang? Are they crazy about you? Give us the line-up and the dope, Oh, come on. Atta way. Thanks. You and me, too. All American is every Pathe crew. Betherlife.

—Sportlight!— Mr. North

Charles Richards, Casting Director of Pathe's Coast Studios, received a letter from a screen artist and actress who insisted that he would make good in pictures because he has been helping stars and acting as Postmaster in his home town for ten years.

GARBO'S DOUBLE

Although Greta Garbo does not appear in "Officer O'Brien," there will be many fine fans fooled, for Jerardine Dvorak, who plays Anne McIntyre, is exact replica of Garbo's, has a bit in this picture.

Coming to Hollywood in an attempt to win film fame, Jerardine found her path hindered by her uncanny resemblance to Garbo. For more than a year all the world she did was a double and stand-in for the famous star. Recently Miss Dvorak ended this association in a determination to stork the citadel on her own behalf. She has begun via the route of extra and bit work.

How Not to Lose Money on the Stock Market

By Eddie Quilan

Step 1. Secure a sure-fire "inside tip" from an acquaintance.
Step 2. Before buying the stock, however, consult a local fortune teller, and make sure you were born under a lucky star.
Step 3. Proceed now to a psycho-analyst, and have him give you the works. Don't forget to ascertain that you have the correct vibrations in your name.
Step 4. If you are okay thus far, secure a rabbit foot, horse shoe or four-leaf clover. Now visit your broker.

Step 5. Ask broker if the buying of said stock is a speculation or an investment. When he tells you it is an investment, don't believe him. And never speculate!

Step 6. By this time, it is too late to play the stock market. If the stock has fallen, consider yourself lucky for not losing your money. And if the stock has gone up, you still haven't lost anything.

A RUSH ORDER

We have many peculiar requests relative to film service, but the following is about the funniest we have had in a long time, and too good to keep, says Cornelia P. Mayr, Our Bookie, R. F. Pinson, advised Mr. Sturgis by letter to call at the Exchange and we would take care of his wants. This he did, and satisfactory arrangements were made.

"My dear Sir:

Have you old film rolling? Please tell me how much cost one film roll one piece, I will pay for you first you write to me and I will pay for you first you write to me rolling. I need film roll, anything. Have you old film roll by News anything? No talking picture, and funny play. You look at old film, no good old film. I will pay for you anything. Please tell me how much cost.

You write to me at National Paper Co., Atlanta, Ga. I have wait order film rolling. Time I am fix. I have movie making. I need film. All boys and girls come to my house for party. I want them look at film roll, and funny, anything, by party and dance.

Hurry write to me anything. My birthday by Nov. 1, 1921.

If you write to me, how much cost old film roll, one piece film roll. Thank you very much."

And here is a letter from Denver, mailed to Branch Manager F. H. Butler: "Pathe Exchange:

Your Representative man send he has have the King of Kings for 25 cents and I get 75 cents out over dollar. Now I like to get it before got to cold out in this country when I should it last winter the weather so cold. I like this picture. I like get the King of Kings for the 24 and 25 of November. You see I want to show it on Sunday and Monday. Let me hear from you at once."

Lillian Leighton, film character actress, caught the attention of the other members of cast of Pathe's talker, "The Grand Parade," by the high speed knitting she displayed in all her spare moments. The curious wanted to know the why of it. "I never thought a knitting needle in my life until the war," says Mrs. Leighton. Then when women were asked knit for the soldiers I took it up. In eighteen months I knitted 139 pairs of socks, tenets of socks for the soldiers and scarfs and an equal number of socks. The war was over I found that knitting was a habit and now I knit dry socks for babies and sweaters for older children, with an orphan asylum as beneficiary."

NEVER NAPS

Evelyn Knapp, feminine lead in "Love, Honor and Obedience," is not one to let the grass grow under her feet. She is always busy. In between scenes she sees Evelyn always has a book in her hand. In her dressing room she is to be found making up and trimming hats, and when she is not at call at the studio she occupies her time attending lectures, learning elocution, singing and dancing. Her only spare time role she is called upon to take, it is rarely indeed that the fair Evelyn is to be found napping!

Tell the women players in the cast of Pathe's "The Grand Parade" anything about the "good old days," and they will be surprised if they say "bunk." The story is laid in 1912 and Helen Twelvetree, Marie Adams and the other feminine members of the cast were garbed in the ankle-length hobbie skirts of that era. Huge picture hats, lavishly trimmed with flowers, and made of the soft little felt clothes of the present day, were worn. The costumes of the universal Oxford or pump. The consensus of opinion among the girls was that the "good old days" about which they had heard so much did not apply in the matter of clothes.

From "Exhibitors' Forum," Pittsburgh:

PATHE ORGANIZES A GOOD FELLOWS CLUB

Amid the fanfare of enthusiasm and the chorus of applause the local Pathe (Cook of the Walk) employees, Pittsburgh, met last Tuesday night and inaugurated a social club for the promotion of good fellowship.

The officers elected are Kathryn Keen, president; W. G. Caldwell, vice-president; Dave Silvers, treasurer; and Helen Kirsch, secretary. The committee is comprised of Charles Brozman, Sarah Kells, Emma Riddle and Lillian Glass. Making the most of short intervening weeks before the holidays, the initial function will be held Saturday evening, December 7. The program, in the nature of a surprise, was not divulged, but a corking good time is promised.

IN AUTO ACCIDENT

The Chicago Branch was hit by a row in gloom last week when information reached the crew that popular Bessie Crichton, the very pretty and efficient Sales Control Clerk, was badly injured in an automobile accident suffering contusions of the head and severe body bruises.

While motoring with her husband, Mr. Harris, directly after a big Thanksgiving dinner, their car was crashed by a goopy speeder, thrown clear off the road and into a ditch, completely overturning. From all accounts, it is a miracle either one of them escaped alive.

Last reports Mr. Harris was resting as well as could be expected, and preparations were being made for several X-rays, to fathom the extent of possible hidden injuries.—"Sportlight" Tom North.

Mr. John Davis has been appointed Block "C" Salesman. He has worked for Pathe before, and we are all glad to welcome him, says Mrs. Marsh Hendrick.

Mr. Logan, P. B. N. Operator and Film Clerk, Oklahoma City, has been home sick all week. We hope for a speedy recovery.

Helen Summers, Bill Clerk, is the proud owner of a Five-year Pathe Clerk, which she received a few days ago. Helen wears it daily, and says that some day she can trade it in for a ten-year pin. This is the first member of the Indianapolis Branch with Service Pins, wears Dorothy Wright.

Harry Gerahy is almost due for a ten-year pin, which Nick Hamm, secretary, Dorothy Wright, Norma Gerahy, have five-year pins.

Welcome to Harold J. Devlin, Salesman, who has joined the Chicago Branch, says Mrs. Marsh Hendrick.

Meares, McAlcon and Callaway glad to see them, and as usual we were mighty glad to see them, says Seline Martin, Charlotte. We also had a visit recently from Mrs. Goldberg and Klange, of the Van Heuren Corporation, who as it was one of our warm days, we don't believe they liked it very much.

We had a very interesting evening, writes Seline Martin, of the Chicago Branch.

Welcome to R. S. Mitchell, Salesman, who is back with the Chicago Branch again.

The following is taken from "Exhibitors' Forum":

THE SECRET IS OUT

Kathryn Gregorich, M-G-M accessory clerk, and W. G. Caldwell, better known as "Red," have been together for ten months and never breathed a word about it to anyone on the row until this week. Their many friends were both surprised and pleased when the announcement was made.

"Red" is a bookie at Pathe, Pittsburgh, and until a few months ago was employed at the Metro exchange. The young couple plan to go to housekeeping in the near future. Our felicitations are extended.

A NEW GAME

Step this way, Managers, Salesmen and Bookers. Take a shot at this one. Betcha make good every time you try it. The game is this:

Ask an exhibitor to think of a number.

Then you double it.

Then you add twelve.

Then you divide it by two.

Then you subtract his original number.

And, believe it or not, the answer will always be six.

And when you ask him the answer, he will be sure to tell you just pop right square in and say, "That, brother, is just the number of 'Song Sketches' that the Van Heuren Corp. is putting on the market." And then you say, "Song Sketches" they are. Beautiful in theme, and done so well that they fit any and all programs, de luxe homes, and all others.

Try it out. Let me know how you come out. Atta old kid. Another one next week. Save 'em for your scrapbook. So long—"Sportlight" Tom North.

Seven Finest West Coast Theatres Will Play "This Thing Called Love"

CULVER CITY, Calif., November 30.—"This Thing Called Love," with Constance Bennett and Edmund Lowe, is about to demonstrate that it is also "this thing called box-office" in seven of the finest theatres along the Pacific Coast. And when we say "finest" we mean the biggest and best houses in the most important cities. The contract, signed with West Coast Theatres, is probably the most important agreement for the exhibition of a Pathe picture that has been entered into in the territory west of the Rockies.

First on the list of houses in which "This Thing Called Love" will play is Loew's State in Los Angeles, the most important house in the West Coast chain. The picture will open here December 19, the date on which it will play the other six big houses simultaneously.

The new Fox Theatre in San Diego, with a seating capacity of 5,000, is the second on the list. This house has been open only a couple of weeks and the selection of "This Thing Called Love" as one of its first attractions is the highest sort of a compliment that could be paid this Edward H. Griffith production.

The new Fox in San Francisco, seating approximately 6,000 persons, is the third house. This theatre is the largest in capacity on the Pacific Coast.

Right across the bay, in Oakland, the fans will get a glimpse of this Pathe triumph at the same time in the new Fox Theatre in Oakland, the largest house in the city.

The Broadway in Portland, the Fifth Avenue in Seattle, and the Fox Broadway in Tacoma complete the list, each one of the houses the biggest and finest in the respective cities.

Credit for this important booking coup goes to Phil Reisman's fast moving lieutenant on the west coast, Les Weir, who negotiated the contract with J. J. Sullivan, booking manager of the entire West Coast Circuit of theatres.

This deal merely confirms the opinions of the leading newspaper critics of the country, who have declared that "This Thing Called Love" is one of the finest dialogue pictures ever made. It is a picture that will put Constance Bennett on the top of the heap and convince the public that Eddie Lowe can do much more than talk out of the side of his mouth and wear a uniform. Incidentally, Eddie, although under contract to Fox, is one of the greatest boosters Pathe has. Wherever he goes in Hollywood he crows louder than the Rooster does himself about "This Thing Called Love."

But, in spite of all the above, let us remind you that the Pathe picture for 1929-30 contains many more productions that rank equally with "This Thing Called Love" in quality of entertainment and box-office value. The picture list for the coming season and there is not a dud among them. Motion picture executives in Hollywood connected with other companies have marveled at the consistent quality of Pathe's pictures this year. Fourteen hits in a row is something to marvel at. Here are the first: "The Awful Truth," "Paris Bound," "Her Private Affair," "His First Command," "Officer O'Brien," "Rich People," "This Thing Called Love," "The Sophomore," "Sailor's Holiday," "Red Hot Rhythm," "The Racketeer," "Big News," "O' Yah," and "The Grand Parade."

Let any company in the business trump that list if they can!

DONN McELWAIN

Santley Signed to Produce for Pathe

By P. A. Parsons

Pathe has signed Joseph Santley, noted Broadway actor and stage producer, to supervise the production of the musical comedies and revues. Mr. Santley will leave for Hollywood within the next two or three weeks to assume his new duties. His first assignment will probably be George Gershwin's "Treasure Girl," which will be among the biggest productions of the current production schedule.

Gershwin has a unique position among modern composers. His work was the first jazz composition ever to be played by a symphony orchestra. He was the first to put jazz into a classical setting. "Treasure Girl," with its brilliant music and many tuneful numbers, is an excellent example of the composer at his best. In turning this production over to Joseph Santley, Pathe has selected a man outstanding in his field.

Joseph Santley was born in Salt Lake City, Utah. His mother was an actress, so it perhaps was not surprising that his first stage appearance was at the age of four in John S. Lindsay's repertoire company at Eureka, Utah.

He appeared in the East for the first time in 1901 as a member of the Corse Peyton repertoire company, his first New York production being in an old melodrama. He remained with Corse Peyton for three years. His next engagement was in "The Price of Honor" with a billing as "America's great boy actor." After that came stardom with the same

billing as above in a series of melodramas—"A Boy of the Streets," "From Rags to Riches," in which Laurette Taylor was his leading woman, "A Runaway Boy," "Billy the Kid" and "Lucky Jim."

He then made his debut in musical comedy in "The Queen of the Moulin Rouge" at the Ciro Theatre in New York. This was followed by engagements in "The Great Topper," "A Matinee Idol," Marie Cabell in "Judy Forget," "Law Fields in 'The Never-homes,'" and in "The Modern Eve" in Chicago, where the piece played for thirty weeks.

Then he starred in "When Dreams Come True," a musical comedy which was such a success that he continued with it for three years. Next came a starring engagement in "All Over Town," which he wrote with Harry B. Smith.

He then appeared with Gaby Deslys in "Stop, Look and Listen" and with Raymond Hitchcock in Charles B. Dillingham's "Betty." It was during this latter engagement that Santley met Ivy Sawyer, his leading woman, who at the end of the season became his wife. One of their two children has been named "Betty" after the play in which her parents met.

After this came a featured role in "Oh Boy!" in Chicago. Then a feature part in "O' My Dear" at the Princess Theatre in New York.

His next engagement was again with Dillingham in "She's a Good Fellow" and then with Joseph Cawthron under the same producer in "The Half Moon." For four years he then was with Irving Berlin's "Music Box Revue." He starred

Knocks 'Em Cold

TUCSON ARIZ NOV 24

JOE STOUT PATHE LOS ANGELES

OPENED OH YEAH TODAY TO CAPACITY BUSINESS STOP IS REALLY ONE OF THE FUNNIEST PICTURES IN YEARS AND SURE TO KNOCK EM COLD EVERYWHERE PEOPLE HERE ENTHUSIASTIC AND THINK WILL HOLD UP FINE

ROY DRACHMAN (OPERA HOUSE, TUCSON)

"Paris Bound"

An excellent bit of entertainment . . . clever dialogue and it is delivered in convincing manner by a very competent cast . . . Miss Harding's voice is the sort that justifies the invention of the audible film. It has the intensity of Jeanne Eagles' voice, the smoothness of Miss Chatterton's, and is always pleasant to listen to. And her features are more than gratifying.

PORTLAND OREGONIAN

"Her Private Affair"

It is difficult to speak in anything but superlatives concerning Ann Harding's new picture. The study of a guilty conscience is something to tempt any good emotional actress. To carry this study through the entire course of a picture, with a steadily rising crescendo of emotional power which holds an audience silent and tense with excitement, is an accomplishment worthy of high praise.

BOSTON HERALD

Miss Harding has an extremely powerful role to enact and her behavior, as the woman who kills to save her husband's love and who is consumed with the horror of a murderer's conscience, is gripping and forceful in every respect.

BOSTON TRAVELLER

"Lucky in Love"

The story of an Irish stable boy's rise to a position where he can marry the daughter of the owner of the estate on which he had lived gives Morton Downey ample opportunity to use a good singing voice . . . All in all, good entertainment.

CINCINNATI TIMES

A beautiful Irish love story . . . you'll tingle at the Irish songs.

CINCINNATI COMMERCIAL TRIBUNE

Heath Making "Scared to Death"

Arch Heath, whose directorial skill was recently added to the forces at the Pathe Sound studios, started to work on "Scared to Death," his first two reel comedy. It is a deft and amusing novelty which Heath wrote himself, and it has the thrills and chuckles of the

with Ivy Sawyer in Shubert's production of "Mayflower" and then under Dillingham again in "Lucky" at the New Amsterdam Theatre.

At this time, also, Santley produced the musical comedy "Just Fancy" of which he was co-author. This played at the Casino Theatre in New York in 1927 and was Raymond Hitchcock's last play. It was also notable as marking the debut of Mrs. Thomas Whiffen in musical comedy as her first fare to the stage.

Last season he produced the stage productions "Excess Baggage" and "The Lady Lies" and at the same time was a director for Paramount at the Long Island studio. He directed the popular "Cocoanuts" with the four Marx Brothers while at that studio, and also did a series of thirty-eight shorts with Eddie Cantor, Rudy Vallee, Ivy Sawyer and others.

Mr. Santley is now writing two plays on his own, as well as working with Fred Thompson on the picture adaptation of Gershwin's "Treasure Girl."

The contract Mr. Santley has signed with Pathe is a long term one, and his title will probably be Supervising Producer and Director of Motion Picture Musical Comedies.

clever farces for which Heath is noted, as well as a finely balanced cast. It has the sprightly presence of the frolicsome dancers from the Everglades in a series of specialty dances. This picture marks the debut of two noted Broadway headliners. They are Al Shean, of the famous Gallagher and Shean team, and Mary Clark whose inimitable humor is known to vaudeville audiences throughout the world.

The presence of Shean is somewhat of a coup for Pathe. Since the advent of the talking film many attempts have been made to lure him to the talkies, but until recently he refused all offers preferring to confine himself to vaudeville, his most recent appearance being in "Business is Business."

Miss Clark, an eccentric comedienne of the most unusual ability and magnetism, has gained for herself a reputation in virtually every English speaking country throughout the world. With her sister Ann billed as "Mary and Ann Clark" they have toured throughout the world on the big vaudeville circuits, the most recent of their acts being "The Emigrant," the hilarious comedy classic.

Evelyn Knapp, the attractive young player who has been featured in many of the comedies, is the ingenue lead.

—AILEEN ST. JOHN-BRENON

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